

READY, SET, WEAR IT

Customizable Press Release

Use this customizable press release to attract the media and the public to your local event. Email or fax it to local media. Remember to customize the information in **ORANGE CAPITAL LETTERS** and remove this statement before distributing to the media.

For Immediate Release

ORGANIZATION to Host Ready, Set, Wear It Life Jacket Event on **DATE**

CITY, STATE (DATE) – **ORGANIZATION** joins boating safety advocates around the world in hosting a Ready, Set, Wear It Life Jacket event in their local community. These events are part of the yearlong Safe Boating Campaign to promote boating safety and voluntary, consistent wear of life jackets and offered by partners around the world.

The local event will take place on **DATE** at **EVENT DETAILS, INCLUDING TIME, LOCATION AND ACTIVITIES OF PUBLIC INTEREST**. More information about the event can be found at **ORGANIZATION WEBSITE**.

“QUOTE FROM AN ORGANIZATION OFFICER OR OTHER PROMINENT SUPPORTER.”

U.S. Coast Guard statistics show that drowning was the reported cause of death in four out of every five recreational boating fatalities in 20XX, and that approximately 86 percent of those who drowned were not wearing life jackets.

Members of the boating public – including anglers, hunters, paddlers and others who use boats (don't forget your four-legged friends!) – are encouraged to attend.

For more information, please visit www.safeboatingcampaign.com or **ORGANIZATION WEBSITE**.

GENERAL DESCRIPTION OF ORGANIZATION, INCLUDING WEBSITE AND PHONE NUMBER.

Media Contact: **NAME, TITLE, EMAIL, PHONE**